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#WeAreViskoTeepak

## Ria Kuppens

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Ria Kuppens started at ViskoTeepak in 1985. What began as a temporary job as a telephone operator turned into a 40-year journey through various roles in planning, sales, and leadership.

From early days of using fax machines and electric typewriters to today's digital systems, Ria has experienced — and driven — a remarkable evolution. She highlights the shift from outdated stock lists to real-time information as one of the most impactful changes, improving speed and accuracy in customer service.

## Challenging

If you could describe ViskoTeepak in one word, what would it be?

*“Challenging. There will always be challenges — some we can influence, others we simply need to adapt to. But finding solutions is what makes it interesting.”*



Her leadership style is grounded in honesty, authenticity, and teamwork, always focusing on using each person's unique strengths to build a strong team. She's also a strong believer in continuous improvement, both in systems and in herself.

Looking ahead, Ria is excited about the opportunities that come from working more closely across departments and locations. She believes that collaboration and shared goals will help the entire company move forward together.